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FLORISTS' LIST

# FLORISTS' LIST



OF

Winter-Orchid-Flowering

AND OTHER

# Sweet Pea Seed

1916-17

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ANT. C. ZVOLANEK

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SWEET PEA RANCH

LOMPOC, CALIFORNIA, U. S. A.

# To My Customers:

No flower in history has made as many admirers as my Winter Orchid Flowering Sweet Peas, which I had originated and introduced in 1912.

In the past four years hundreds of thousands of feet of glass houses have been built especially for this wonderful everybody's flower. Besides the new built glass houses at least 30 per cent of the commercial violets and 20 per cent. of the carnation grower's glass space has been planted to this type of sweet pea, besides large land area in the southern and semi-tropical country for cutting out of doors in the past winter. Notwithstanding that four times as many sweet pea flowers have been raised during the past winter, against the winter before, the price for the cut flowers has increased from 15 to 70 per cent. while carnations, violets and other cut flowers have remained the same—or even decreased in prices—notwithstanding their reduced planting. I can safely say that the Sweet Pea Flower will steadily increase in price, even if they are grown thirty times as many as in the past. They are now used for every purpose—no wedding or dinner party can do without Sweet Peas; they are extensively used for funeral pieces and other decorations. Every flower store must carry them every day in the year. These Sweet Peas have received the highest honors wherever shown. In San Francisco the **GOLD MEDAL OF HONOR**; also in San Diego the **GOLD MEDAL**.

By the National Flower Show, held in Philadelphia last march the highest prizes were awarded to Mr. William Sim Eisenhard, Gude Bros., Alban Harvey & Sons, and others—all those firms using my seed. The highest award at the International Flower Show, New York City, was awarded to my son, Chas. A. Zvolanek, at Bound Brook, N. J.

In the past two years several so called New Winter Spencer varieties have been placed on the market through large advertising in some trade papers, but all, excepting one, has proven to be my own older varieties. I will mention now only one which has been advertised page after page in eastern

papers, just a year ago under the name—**Sensation**. During my cross-country trip last March and April, I have seen many florists who have bought the **Sensation**, but in most cases it was nothing but my **Christmas Pink**, or **Pink and White Orchid**; in some cases again it has contained only 30 per cent. of the **Orchid** type, and the balance of the oldest **Grandiflora**.

The most amusing of all was at the Philadelphia Flower Show where one seedman made a special prize offer for the **Sensation**; two entries had been stated in this class,—one vase was my old **Pink and White Orchid**, and the other was my **Christmas Pink Orchid**—but no **Sensation** in the entire sweet pea exhibit. There was also exhibited many other names of sweet peas, namely: **Fallhoock Sankey**, which is very similar, if not the same as my **Mrs. M. Spanolin**; **Fallhoock Dainty**, same as my **Venus**, **Fallhoock Rose**, same as my **Orchid Beauty**; **Fallhoock White**, same as my **White Orchid**, and many others. Should those be put on the market with a big noise sooner or later, I urge every grower to test them side by side with my old varieties, and judge if there is any improvements or fraud. I supply 99 per cent. of the **Winter Flowering Sweet Pea** seed furnished to the florist, not only in the United States, but in South Africa, Australia, and most any part of the civilized world, and I claim that I have originated every **Winter Sweet Pea** variety known, with the exception of two, no matter under which name they may come—from the **Orchid Flowering** type there are 106 distinct varieties already grown all over the world.

Last year's crop of seed was sold out entirely of most every named variety. The main crop is usually ready in August, but in order to furnish seed to my patrons earlier, so as to insure a full bloom by Thanksgiving and Christmas, I have sown a large acreage of the main varieties in the Southern part of California, in the so-called frostless section. The seed will be ready for shipment on July 10th to 15th; also in sufficient time for early cutting. The following well known commercial varieties will be ready in the first part of July: **Pink and White Orchid**, **White Orchid**, **Orchard Beauty**, **The Czar**, **Red Orchard**, **Mrs. A. A. Skach**, **Venus**, **Mrs. Jos. Manda**, **Miss F. Roland**, **Apricot Orchard**, **Mrs. M. Spanolin**, **Bridal Veil**, **Bo-**

**hemian Girl, Servian Prince, Mrs. Wilson, and Mrs. Dolansky Orchid.** All other varieties will be ready between July 25th to August 20th. All orders are filled in rotation, so send in your order at once.

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**TERMS:**—All orders amounting to less than \$5.00 must be paid in advance; all orders accompanied with remittance is subject to a deduction of 6 per cent., and in ten days after receipt a deduction of 3 per cent. Net cash after 30 days.

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**GUARANTEE:**—I guarantee all my seed to be true to name—just as described in this list. If by mistake you should not get the right kind of seed ordered I will refund you the full price paid for the seed.

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All my original **Winter Orchid Flowering Sweet Pea** seed can only be bought in my original sealed bags, with below **TRADE MARK**. Should someone offer you such seed without my Trade Mark, return it and order directly from me.



I do not sell seed to any regular seedmen, but you can get most all the best commercial varieties from the following firms:

A. L. RANDALL CO., Chicago; ROMAN IRWIN, New York; S. S. SKIDELSKY, Philadelphia, and most any commission florist of reputation.

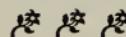
All novelties are sold only direct from the **Sweet Pea Ranch, Lompoc, California**.

I thank my friends and patrons for past favors and solicit a continuance of same.

ANT. C. ZVOLANEK.

# ZVOLANEK'S

## Winter-Orchid-Flowering Sweet Peas



### NOVELTIES FOR 1916-17

Every variety below mentioned to be disseminated now, was exhibited by nearly every Flower Show in this country in the past three years; has been grown under test and recommended by such critical growers as Mr. Sim, Gude Brothers, Dale's Estate, Harry and Sons, Cornell University, and many others, including State and Government Institutions. Every variety is a great improvement over the existing sweet peas, and every one of the best commercial color and shape.

**Mrs. Chas. A. Zvolanek.** Finest lavender. Opens dark lavender, but when full developed is the clearest lavender; the same color as Lav. Nora, but of largest size and beautiful wavy shape.

**Rev. Father N. C. Raley.** Lavender lilac. This is nearly duplicated in color as the late Spencer Asta Ohn.

**Zvolanek's Blue.** One of the finest bright blues, the same color as the Grandiflora Blue Jay, very large wavy flower, usually blooming one week earlier than any Orchid Sweet Peas.

**Mrs. A. Lehmann.** Light blue. It is the same size, color and shape as the late Flora Norton Spencer.

**Zvolanek's Red.** This is the largest flower in all the winter sweet peas. Extremely long stems; color of the brightest dark red with orange shine. Very tall grower. It can be described as a very large King Edward Spencer, but more fiery in color.

**Zvolanek's Britania.** Scarlet crimson, very early flowering of medium height, the vines covered with largest flowers all winter.

**Miss Louise Gude.** Finest clear pink. It is two shades darker, larger, and a stronger grower than the well known Mrs. A. A. Skach.

**Black Lady.** Dark maroon of the largest size.

I believe that every one of these novelties will outclass any older introduction in their color, and I

advise any commercial grower to give each a good trial. Every one is 90 to 99 per cent. true to color and type. **The seed will be ready the second part of August.** Sold only to commercial growers, and all seed ordered will be sent direct from the Seed Ranch.

Price:— $\frac{1}{4}$  oz. \$4.00,  $\frac{1}{2}$  oz. \$7.00, 1 oz. \$12.00.

As I want to divide all these splendid novelties among many thousands of growers, I can only promise at present time, judging the present condition of the crop, 1 oz. of each to a grower, but if the crop conditions turn out better than expected I will sell you more. So send your order in excess of 1 oz. of each if you wish.

## Older Winter-Orchid-Flowering Sweet Peas

All the following varieties do not need much introduction, as they are grown by many thousands of growers throughout the civilized world to the best of satisfaction.

### BICOLOR.

**Pink and White Orchid.** Well known Blanche Ferry color of large, well formed flower. It is still not well fixed, and contains about 20 per cent. of very fine hybrids, mostly pink.

Price:— $\frac{1}{2}$  oz. 50c, 1 oz. 75c, 4 oz. \$2.50, 1 lb. \$9.00.

**Christmas Pink Orchid (1915).** This is a great improvement over the former. The color is brighter in the standard, larger and better shape of flower. It is fixed nearer to perfection.

**The Czar.** Most the same as the former, only the standards being of magenta pink and the wings light pink—over 95 per cent. fixed.

Price: 1 oz. \$4.00, 4 oz. \$12.00, 1 lb. \$40.00.

### SHELL PINK.

**Mrs. A. A. Skach.** No doubt this variety was mostly grown in the past three years. Many growers have planted several greenhouses to this variety on account of their beautiful selling color, which improves the longer it is cut or on plants.

Price:—1 oz. \$1.00, 4 oz. \$3.50, 1 lb. \$12.00.

**Mrs. Jos. Manda.** A shade lighter, of curley flower, on extra long stem. Many growers preferring this to the former.

Price:—1 oz. \$1.25, 4 oz. \$4.00, 1 lb. \$14.00.

**Morning Star.** Light pink, larger flower, longer stems than both proceeding, very strong and free bloom-

er; begins to bloom several days earlier. Introduced only year ago. Most every one who has grown this fine variety can not afford to be without it.

Price:—1 oz. \$4.00, 4 oz. \$12.00, 1 lb. \$40.00.

**Dolansky Orchid.** Light shell pink, the same color as the old Mrs. F. J. Dolansky.

Price:—1 oz. \$1.25, 4 oz. \$4.00, 1 lb. \$14.00.

**Bohemian Girl.** Darker shell pink, standard orange blush, showing very artistic by artificial light.

Price:—1 oz. \$2.00, 4 oz. \$6.00.

### WHITE AND BLUSH.

**White Orchid.** Grown by thousands of florists for years. It is of the dwarfer habit.

Price:—1 oz. \$1.00, 4 oz. \$3.50, 1 lb. \$12.00.

**Bridal Veil.** More frilled and pure white.

Price:—1 oz. \$1.75.

Both of these varieties are white seeded, and if sown in dry soil and watered before sprouted does not come up well, just like any other white seeded sweet peas. The best method is to put the seed between wet newspaper until sprouted, then sow in well prepared moist soil or sand without watering until all the seed is up.

**Mrs. M. Spanilin.** Of purest white, during bright weather coming with slightly pink on the tips, fine curley flower on long stem.

Price:—1 oz. \$1.25, 4 oz. \$4.00, 1 lb. \$14.00.

**Venus.** The ground is white, around the edges pink blushed. One of the grandest flowers of this type, and the best liked among the florists.

Price:—1 oz. \$1.50, 4 oz. \$5.00, 1 lb. \$15.00.

### LAVENDER, BLUE AND MAROON.

**Lavender Orchid.** Lavender pink of largest size. A well known old timer.

Price:—1 oz. \$1.00, 4 oz. \$3.50, 1 lb. \$12.00.

**Xmas Captai Orchid.** Standard maroon, wings sky blue, nearly 90 per cent true.

**Nubian Orchid.** Dark maroon blue, selfs, nearly 90 per cent. fixed.

Price:—1 oz. \$4.00, 4 oz. \$12.00.

**Lavender Nora.** No doubt the finest lavender in all the sweet pea family, and well liked by every florist.

**Lavender Queen.** Very large of good lavender color. It was introduced by me about 7 years ago, but not being fixed at that time more than 70 per cent. I have not listed it again. Now it is at least 90

per cent true. It is practically the same, only better fixed, as the Anita Wehrman. Both of these are not of the Orchid type, but of the very largest winter Unwin.

Price:—1 oz. 50c, 4 oz. \$1.75, 1 lb. \$6.00.

### ROSE, RED AND ORANGE.

**Orchid Beauty.** Dark rose, blushed with orange, very large flower, and the best commercial seller in this color.

Price:—1 oz. 75c, 4 oz. \$2.50, 1 lb. \$9.00.

**Orange Orchid.** Fine commercial orange salmon color.  
1 oz. \$2.00, 4 oz. \$7.00.

**Red Orchid.** Red, very fine shape, large and free bloomer.

Price:—1 oz. \$1.00, 4 oz. \$3.50, 1 lb \$12.00.

**President Woodrow Wilson.** Magenta rose.

Price:—1 oz. \$1.00.

### SALMON AND CREAM

**Apricot Orchid.** Of apricot salmon color. Has satisfied the most critical growers.

**Miss Fl. Roland.** Two shades lighter than the former.  
Both are needed in any artistical floral designs.

Price:—1 oz. \$2.00, 4 oz. \$6.00, 1 lb. \$15.00.

**Miss Flora Fabing.** Combination of pink, yellow and salmon colors. It is the same in color growth as the Yarrawa, the only difference is that the Yarrawa is of hooded shape.

Price:—1 oz. \$1.00, 4 oz. \$3.50.

**Mrs. Sim Orchid.** Light salmon.

Price:—1 oz. \$2.00.

**Golden Orchid.** Light yellow.

Price:—1 oz. \$2.00.

Every named Winter-Orchid-Flowering variety here listed is from 90 to 99 % fixed, excepting the few which are specially mentioned below the 90% mark. Not less than  $\frac{1}{2}$  oz. of each sold.

### GOLD MEDAL MIXTURE.

This mixture consists practically of every Winter-Orchid-Flowering variety here listed, besides many novelties not even introduced, and it is the best mixture ever put in commerce. Sold only in one size packet. Each packet contains sufficient seed to plant at least 30 to 40 ft. row.

Price:—1 pkt. 25 cents, 100 pkts. \$15.00, 1000 pkts. \$120.00, 5000 pkts. \$500.00 net cash.

Private gardeners or growers with limited space will find that this mixture is more convenient and money saving as it contains most every named variety.

As every Winter-Orchid Sweet Pea will bloom out of doors more satisfactorily than the summer late Spencer, being three to four weeks earlier in bloom, before the hot weather sets in, it is most satisfactory for outdoor planting. All retail florists who handle seeds will please their customers, offering this sweet pea seed type to them. If sown in such localities where hard freezing prevails, just before the winter sets in, or so early as possible in the spring, they will bloom from the middle of May. If sown as late as July, they will bloom in September until the frost kills them; also in such time where no other sweet pea will bloom. In semi-tropical countries like California, Southern Texas, Florida, South Africa, Australia, if sown in September (in South Africa and Australia in February) they will bloom the whole winter.

## Older Winter Grandi-Flora Sweet Peas

**Zvolanek's Pink.** Light pink selfs of very large size.  
Very largely grown in winter and in the open.

**Greenbrook.** White blushed lavender.

**Mrs. Wm. Sim.** Salmon.

**Gov. Fort.** Salmon pink.

**Mrs. W. W. Smalley.** Light satin pink.

**Improved Meteor.** Dark brilliant rose pink of the Pink Beauty color which has outclassed it.

**Watchung.** Earliest white.

**Wallacea.** The best lavender.

Price:—All at 20c oz., 50c 4 oz., \$1.25 lb., 5-lb lots \$5.00.

**Orange Bird.** Orange salmon, well known commercial winter sweet pea.

**Blue Jay.** Bright blue selfs. These two varieties are so well liked among the growers for winter forcing that I have been unable to raise sufficient seed for demand in the past.

Price:—1 oz. 25c, 4 oz. 75c, 1 lb. \$2.00.

**Fl. Denzer.** White.

**Golden West.** Light yellow.

**Jack Hunter.** Black seeded yellow.

**Improved Blue Bird.** Lilac lavender.

**White Nora.** Pure white.

**Norma.** Shell pink.

**The Moor.** Dark maroon.

Price:—1 oz. 25c; 4 oz. 75c.

## Late or Summer-Flowering Spencer Sweet Peas

In this type I have only the best possible re-selection and you can not buy better anywhere, no matter what you pay. Excepting the Nubian and Freda White, all are my own introductions and grown for years by thousands of growers to their full satisfaction.

**Fiery Bird.** Fiery orange red. It is most the same as the so much advertised Fiery Gross, only a shade lighter and without the crimson margin.

**Sky Blue Spencer..** Light blue selfs.

Price:—1 oz. 50c, 4 oz. \$1.50, 1 lb. \$5.00.

**Burnless Orange Spencer.** The largest orange salmon. Does not burn under the hot sun.

**Re-Selected Helen Lewis.** Orange.

**Orange Spencer.** Fiery orange.

**Pink Spencer.** The largest among the shell pinks.

**Duplex Red Spencer.** Scarlet crimson. If well grown most of the flowers come double.

**Lavender Spencer..** Of the Flora Norton color.

**Lilac Spencer.** Similar to Asta Ohn in color.

**Light Blue Spencer.** Bright and largest blue.

**Freda White.** Pure large white. Most the same as King White.

**Nubian.** Very dark blue of exceptional beauty.

All will be ready in September.

Price:—1 oz. 30c; in lots of 1 pound or more at \$2.50. Should the crop be more satisfactory than at present indication the prices will be reduced accordingly.

No less than 1 oz. sold of any variety.

## Late Summer Grandi-Flora Sweet Peas

**Nora Unwin.** White.

**Gladys Unwin.** Shell pink.

**Improved Gladys..** Bright pink.

**Lady G. Hamilton.** Sky blue.

**Frank Dolby.** Lavender blue.

**King Edward VII.** Red.

Price:—1 lb. 60c, over 5 lb. at 50c per pound. No less than  $\frac{1}{2}$  pound sold.

## STOCKS--WINTER-FLOWERING

Queen Alexandra.. Lavender rose.  
Beauty of Niza. Light salmon pink.  
Princess Alice. White.

All are well re-selected and possible percentage double. No better can be purchased.

Price:— $\frac{1}{4}$  oz. \$1.00,  $\frac{1}{2}$  oz. \$1.50, 1 oz. \$2.50.

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## COMMERCIAL SWEET PEA CULTURE

I have written this little book for the convenience of my customers. It has helped many florists to success. It is now the hand-book of many agricultural colleges for the instructors and horticultural students. It contains instructions for growing sweet peas under glass and out of doors. Price 50c.

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## TESTIMONIAL

In the last eight months I have received over 1100 testimonials similar to this:

Berwyn, Md., Jan. 30, 1916.

\* \* \* The Sweet Peas I received from you are fine—the best I have ever seen.

G. H. LAVALLE, Florist.



ANT. C. ZVOLANEK  
SWEET PEA RANCH  
LOMPOC, CALIFORNIA, U. S. A.



Gold Medal of Honor  
San Francisco, 1915

Gold Medal

American Sweet Pea Society, 1913